

GZJ ~~DKV~~ 86

From: Dorothy McEntee <dmcentee@catalyst-agency.com>
Sent: Monday, July 26, 2010 9:49 AM
To: David Myers
Cc: Steve Kane; Katherine Feinberg
Subject: Fentanyl VA Mailer and 7/26/10 Weekly Status
Attachments: catalyst_logo_rgb_signature.jpg; ATT1070181.htm; Fentanyl-VA Mailer-B-2010-07-26.pdf; ATT1070182.htm

Hi David,

We hope you had a good weekend.

Attached is the revised Fentanyl VA mailer and the following provides you with a status of our current projects. Please let us know if you have any questions or if you need more information.

July 26, 2010

ACTAVIS / CATALYST STATUS

CREATIVE

Fentanyl ad - done

Fentanyl Front/Back VA Mailer (Sell Sheet and Ad combined)

- 7/22 Client provided revisions
- Revised layout sent to Client on 7/26 for approval
- Client to provide print release date

Buproprian

- Product approved
- Client to provide input on concepts
- Need info for tactics – sell sheet, ad, etc.
- Need bullets to develop headline with a more comprehensive claim

Oxycodone

- Product approval TBD
- Need info for tactics – sell sheet, ad, etc.
- Client to provide bullets

New Corporate ad – Motar ad - done

Hydrocortisone and Acetic Acid OTIC Solution USP Sell Sheet - done

(Possible new project) Ibuprofen Product Slip Sheet - Agency to develop slip sheet for Ibuprofen product insertions – No word on this from the OTC group yet.

(ON HOLD) Agency will develop a Morphine Sulfate ad. It will include the capsule images and the message "Capsules are not shown actual size". Only five of the six bullets provided should be used for the ad. Agency will format PI provided both as an email and for the ad. It should be made as small as possible. Client liked the concepts presented 5/11. On hold until Q4

(ON HOLD) Morphine Sulfate sell sheet version A281 - complete. Versions A283 and A284 on hold until Q4:

- A281 4/2010 – will continue to be used for the sheet stating “attached to the back of this sheet”
- A283 4/2010 – will be used for PI being attached on “adjacent pages”.
- A284 4/2010 – will be used for the template sell sheet (please remove the word Group # from the heading).

(NOTE) Mandatory Ad Information:

- Agency to provide simpler, more abstract imagery for lyrical ad concepts, use of people is problematic with regulatory. Copy should promote how the product is different from other generics, or Actavis's manufacturing capabilities rather than product's benefits to the consumer. The long description should duplicate the most important points within the lyrical copy.
- Any reference to calling Actavis customer service should include the number: 888-925-2342

EVENT

3 panels released to Westerly - done

PRINT

2010 U.S. Product Catalog Cover

- Agency to develop new 2010 U.S. product catalog cover
- Revised concepts to client w/o 7/26/10
- Agency to have the Product Catalog covers completed and ready to print by Friday 8/13/10.

PHOTO SHOOTS

- Agency to provide CD database of high res and low res (ganged) images (Morphine sulfate bottles, empty KADIAN capsules and Alprazolam tablets and ODT bottles)
- Client to provide missing product 0228-2560 for make up shoot
- Buproprian and possibly Oxycodone to be added to next shoot
- CEO Photo Shoot – done
- Order Express (Ordering System) product photo shoot – need client feedback on estimate and next steps

WEB

SEO – Agency to send revised SEO recommendations

Ganged Images - Art available for use – summary to be sent to Client week of 7/26

(ON HOLD) Banner ads currently running on NACDS Guide can change at any time until May 11th 2011

<http://content.multiview.com/banners/actavis.gif>

http://content.multiview.com/banners/nacds8786_s.jpg

Agency to develop product specific banners when product section of site is back up

(ON HOLD) Agency to develop landing pages to support each of the new product launches similar to <http://www.fougera.com/imhere/> once web product section is complete

MEDIA PLAN

August and Sept space approved and IOs sent

August Approved Insertions: Drug store News (Rx Annual Report - Generic & Branded Rx Trends);
US Pharmacist (Infectious Diseases); MRP

September Approved Insertions: Drug Store News (The Influencer Report/Generic Drugs); Chain
Drug Review (Generic Drugs); American Health & Drug Benefits (Sept / Oct)

Agency to discuss October – December ad units with Client mid August

INSERTION ORDERS

Ideally, 50% of placement should be product advertising

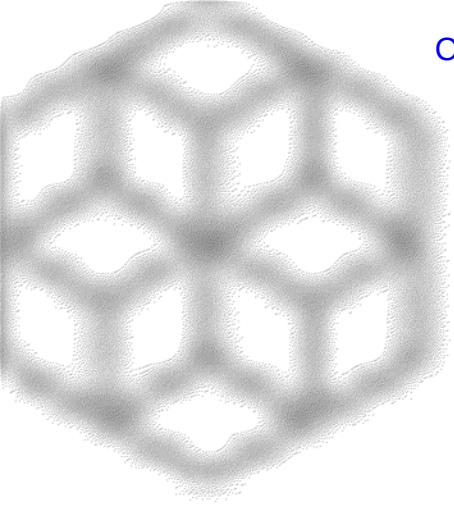
MISC

(ON HOLD) Client needs a simple way to add Actavis logo icon in Arial and Trebuchet onto four marketing desktop systems

Hope you are getting out for lunch today to enjoy this great day! Speak to you soon.

Kind regards,

Dorothy



catalyst

Dorothy McEntee

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Making Complicated Things Simple

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Are you searching for Fentanyl in a reservoir system?

Fentanyl Transdermal System CII
A reservoir system
Patch contains no metal
Available in a wide array of strengths
on delivering
A rigorous focus
25, 50, 75, and
100 mcg/h
strengths
Count on Actavis consistency and reliability
From one of the fastest growing generic pharmaceutical
Part of an extensive product portfolio
With more than 8 million patches sold
Meeting the demand for quality generics



Look no further. Fentanyl Transdermal System from Actavis.

With more than 8 million patches sold in the United States, Actavis' Fentanyl Transdermal System CII offers a recognized, affordable alternative to name brand Fentanyl products.

The patch contains no metal and is available in 25, 50, 75 and 100 mcg/h strengths.

Count on Actavis for quality first-class generics.

To learn more, call Actavis customer service at 888.925.2342
Please see attached for full prescribing information.

A288 Rev 7/2010



Fentanyl Transdermal System from Actavis

actavis
NDC 67767-121-18
R Only
Fentanyl Transdermal System 50 mcg/h
In vivo delivery of 50 mcg/h fentanyl for 72 hours

actavis
NDC 67767-122-18
R Only
Fentanyl Transdermal System 75 mcg/h
In vivo delivery of 75 mcg/h fentanyl for 72 hours

actavis
NDC 67767-120-18
R Only
Fentanyl Transdermal System 25 mcg/h
In vivo delivery of 25 mcg/h fentanyl for 72 hours

actavis
NDC 67767-123-18
R Only
Fentanyl Transdermal System 100 mcg/h
In vivo delivery of 100 mcg/h fentanyl for 72 hours

Because it can cause trouble breathing which can be fatal, DO NOT USE FENTANYL TRANSDERMAL SYSTEM:

- For short term or any post-operative pain, or occasional pain
- For mild pain or pain that can be treated with non-opioid or as-needed opioid medication
- Unless you have been using other narcotic opioid medicines (must be opioid tolerant)

Each transdermal system contains:
2.5 mg fentanyl and 0.1 mL alcohol USP
DO NOT USE IF SEAL ON POUCH IS BROKEN
KEEP OUT OF REACH OF CHILDREN
Read enclosed Medication Guide for important safety information.

five (25 mcg/h) systems

ONLY for pain requiring opioid medicine around-the-clock

• AB rated to Duragesic®*

• Reservoir System

• Patch contains no metal

NDC#	Product Name	Size	Strength (mcg/h)	AmerisourceBergen Order Numbers	Cardinal Order Numbers	McKesson Econormost Numbers
67767-120-18	Fentanyl Transdermal System	5	25	4845947 / 490577	4015194	1374164
67767-121-18	Fentanyl Transdermal System	5	50	4845954 / 490627	4015202	1375435
67767-122-18	Fentanyl Transdermal System	5	75	4845962 / 490641	4015210	1376888
67767-123-18	Fentanyl Transdermal System	5	100	4845970 / 490692	4015186	1380369

Please see attached for full prescribing information.

A288 Rev 7/2010

*Duragesic® is a registered trademark of Johnson & Johnson.

actavis
creating value in pharmaceuticals